

Spring clean your Twitter profile

Spring aesthetics feature sprouting flowers, bright colors, fresh grass, baby animals, and other hints of the fresh and the new. Use spring to depict a lively and light side to your Twitter presence.

☐ Update header photo

Consider this a billboard for your business. Give it some flair, and update it to spotlight your seasonal promotions, events, or top products. The recommended size for a Twitter header image is **1500x500 pixels**. On mobile, it'll be cropped to a 2:1 aspect ratio.

☐ Pick a pinned Tweet

Keep an **important Tweet** at the top of your timeline by pinning it there. This will help make sure visitors to your profile won't miss your latest seasonal news, products, offerings, or events.

☐ Include important store info in bio

If your business has a brick and mortar location, be sure to include your **store address and hours** in your bio.

☐ Select a strong profile photo

Make sure your profile photo visually represents your business or brand, and fits well in a small space. This image isn't just on your profile page; it will be shown as the icon in every Tweet you post. The recommended image size for your profile pic is **400x400 pixels**; the image will be resized to fit.

☐ Include a website link in bio

People are looking for ways to find out more information and purchase products. Make sure your bio features a **link to your website**.



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